

# MINUTES

REGULAR MEETING OF  
CITY OF ALAMEDA ECONOMIC DEVELOPMENT COMMISSION  
THURSDAY, MARCH 15, 2007  
7:30 PM

## CALL TO ORDER AND ROLL CALL

Chairman Wetzork called the meeting to order at 7:30 p.m.

Present: Chairman Wetzork. Commission Members: Bonta, Dahlberg, Lindsey, Ryan, Schmitz and Zuppan (arrived at 7:50 p.m.)

Absent: Commission Members: Autorino and Kelly

Staff: Eric Fonstein and Rosemary Valeska

## MINUTES

### 1. Minutes of the Regular Meeting of February 15, 2007

Motion (Bonta), seconded and unanimous (with abstention by Dahlberg) to approve the minutes of the Regular Meeting of February 15, 2007 as submitted.

## CONSENT CALENDAR

(None)

## ORAL COMMUNICATIONS - PUBLIC

(No speaker slips were submitted.)

## UNFINISHED BUSINESS

(None)

## NEW BUSINESS

### 2. Presentation Regarding Transportation Commission Activities

Obaid Khan of Public Works distributed to the EDC Members copies of Transportation Commission agenda items covering the past six months. As a result of increased development activity in the City, the Transportation Commission requested that Council allow them to move forward with overall policies and delay work on the subplans. Last October, Council approved going forward with the Transportation Element of the General Plan, including

the overall policies contained in the Transportation Master Plan, policies dealing with EIR's, and the Street Function Transportation System. The Public Works Department will be presenting the draft Transportation Element to all Boards and Commissions, including the EDC in April or May. Mr. Khan also distributed to the EDC members copies of the Street Function Transportation System approved by the Transportation Commission. This is comprised of six subplans: pedestrian, bicycle, transportation systems management/demand management, multi-modal, transit and automobile. Policies will be brought forward as the plan is developed. The overall goal is an integrated, multi-modal system. This item was presented for information only; no EDC action was requested.

3. Presentation on the State Community Infrastructure Program (SCIP)

Mr. Fonstein gave an overview of the program and then introduced Robert L. Williams, Jr. of RBC Capital Markets. A copy of Mr. Williams' PowerPoint presentation (Attachment A) is provided for reference. This item was presented for information only; no EDC action was requested.

4. Recommendation to Review and Endorse the Draft Parking Management and Operations Plan for the Civic Center Parking Structure

Mr. Fonstein gave an overview of the basic elements of the draft plan. There was a consensus by the Commission Members that the proposed pay-in-advance, ungated system was too cumbersome and potentially open to being manipulated. Several Commission Members stated a preference for an automated pay-before-exit, gated system like those found in Emeryville and Jack London Square. Motion (Dahlberg), seconded and unanimous to continue this item to the April meeting and that staff would return with cost and customer satisfaction comparison analyses for both types of systems.

REPORTS

5. Oral Report: Chairman Wetzork – Chair of the Economic Development Strategic Plan Update Subcommittee

Chairman Wetzork stated that a meeting of the Subcommittee had been scheduled for March 29, 2:00 p.m. at the Development Services offices.

6. Oral Report: Commission Member Schmitz – EDC representative to the Multi-Modal Transportation Task Force

Commission Member Schmitz stated that Mr. Khan's presentation covered everything.

7. Oral Report: Chairman Wetzork – EDC representative to the Pedestrian Task Force

Chairman Wetzork stated that there had been no meetings and had nothing new to report.

8. Oral Report: Commission Member Autorino – EDC representative to the City of Alameda Task Force of the Alameda County Climate Protection Project

Commission Member Autorino was absent, so there was no report.

WRITTEN COMMUNICATIONS

9. Upcoming EDC Agenda Items

?? Commission Member Dahlberg requested an update regarding Alameda Power & Telecom. Chairman Wetzork directed staff to agendize this for a future meeting.

10. Redevelopment – Building Better Communities, February 2007

ORAL COMMUNICATIONS – COMMISSION MEMBERS AND STAFF

?? Staff update – Alameda Theater & Parking Structure Project

Mr. Fonstein reported that building permits had been pulled for the cineplex and construction was scheduled to begin on Monday, March 19. He also reported that construction was going well with the historic theater and parking structure components.

ADJOURNMENT

The meeting was unanimously adjourned at 9:35 p.m.

Respectfully submitted,

Eric Fonstein  
Economic Development Coordinator

EF:rv